

Quote

the weekly digest

Volume 37—Number 4

Week of January 25, 1959



Reprinted from *Punch* (London).

-----19th year of publication

QUESTING WITH

Quote

.....

Around the Holiday season we spent a couple of wks in Fla, and were rather set up over our becoming tan. And then, in a N Y newspaper, we ran across this ad by a purveyor of maculine apparel. It featured a shirt for men in a new color "that makes your face look healthier." What puzzles us a bit, however, is the name of the new color. It is called "putty."

”

The trend in industry these days is toward diversification. You have noticed, of course? A great many companies appear to be going into unrelated fields. Some of these mergers, it seems to us, involve companies that are not only unrelated; they are, to say the least, extremely strange strangers. One observed in the trade press a few days ago stopped us cold. Exquisite Form Brasieres, it seems, has acquired control of I Rokeach & Sons, producers of Kosher food products.

”

Put this with your collection of *Items Adding Up to No Particular Social Significance*: Last yr, 20 million lbs of glue were used sticking labels on the nation's 15 billion beer bottles.

”

For those who find it a bit difficult to settle down into the groove of what is rapidly becom-

ing another routine yr, we present word of a new alarm clock for stubborn sleepers.

Lately patented by a watchmaker in Naples, this alarm is unique. If the sleeping sluggard does not arouse himself and switch off the normal alarm, an electrical device incorporated in the clock starts a taped broadcast featuring the continuous honking of a car horn, the prolonged barking of a dog, several pistol shots, and finally a cannon's booming report. If all this fails to arouse, call the coroner.

”

This is hardly the time of yr when thoughts turn toward swimming pools. Unless, of course, you chance to be a swimming pool promotor. One of that species sends us a publicity release asserting that the swimming pool is rapidly becoming a fixture in the modern office structure. Employees now turn regularly to the "swim break." Happily this is contemplated as an afternoon feature, involving no conflict with the firmly established mid-morning coffee break.

”

Have you heard about the chap who, at the last Christmastide, was given one of those waterproof, shockproof, unbreakable, antimagnetic watches? He lost it.

may we QUOTE



you on that?

[1] ANASTAS I MIKOYAN, Soviet Deputy Premier, in address to Nat'l Press Club: "The cold war is the prelude—or may be the prelude—to hot war. We have no other alternative—either peace and friendship or war." . . . [2] Gov EDMUND G (Pat) BROWN, Calif, only U S gov'r to receive Soviet Deputy Premier Mikoyan: "He is making a sincere effort to better the relationships between our 2 countries. We should encourage this by similar efforts." . . . [3] Ex-Pres FULGENCIO BATISTA of Cuba: "The river of blood now running in my unfortunate country is caused by a thirst for vengeance and savagery whose origin must be sought in Castro himself." . . . [4] Sen HOMER E CAPEHART (R-Ind), one of 10 Congressmen rejecting Fidel Castro's invitation to fly to Cuba to see operations of revolutionary justice: "The fellow is getting more ridiculous all the time." . . . [5] NORRIS POULSON, mayor of Los Angeles, noting that both political parties use same decorations and bunting, and suggesting Republicans also hold convention in Los Angeles: "All they would have to do is take down Pres Wilson's picture and put up one of Pres Lincoln." . . . [6] D B CONDON, Ripon, Wis, inviting Republicans to hold convention at birthplace of GOP: "The original little school house in which the GOP was born 105 yrs ago offers perfect climate for rededication of the party." . . . [7] Dr W LYLE FITZGERALD, agricultural economist for

Quaker Oats Co, addressing mbrs of Indiana Farm Mgt Ass'n, calling "survival of fittest" real farm law: "No am't

of technological improvements in agriculture will save inefficient farmers, and any system designed to hold up the weak farmer at the expense of the strong will fall of its own weight." . . . [8] ADLAI STEVENSON, delivering the A POWELL DAVIES Memorial Lecture at Washington: "I would not like to predict the outcome of a struggle between a chaotic, selfish, indifferent commercial society and the iron discipline of the Communist world. Outer tyranny with purpose may well triumph over the inner, purposeless tyranny of a confused and aimless way of life." . . . [9] Prof KARL BARTH, Swiss theologian, addressing German Protestants at Bonn: "The fleshpots and complacencies of the West represent a greater danger to the Christian soul than does Communism." . . . [10] RICHARD C CORDEN, one of the 21 American turncoats of the Korean War upon his return to San Francisco from Communist China: "What made me decide to come home? Hell, I just got homesick." . . . [11] WM KORPI, crediting Finnish baths for his survival after being "frozen": "It takes some doing to jump in a snow-drift from a steam room—but it's good for you."

Quote

moving finger



Beginning with the depression a generation ago, and continuing with our steadily rising war and defense expenditures, we have long lived in an almost unvarying era of deficit spending.

This in itself is a consideration disturbing enough. But a more serious point is that even with the economic structure foundationed in a "good yr," as fiscal '59 now promises to be, not even the President of the United States talks of anything beyond a determination to "balance the budget." If we are not to do better than that, when in Heaven's name are we ever going to take steps to *reduce* the staggering nat'l debt?

To be sure, the President is not to be too sternly chided for setting his sights on *status quo*. Indeed until very recent developments it seemed that we had virtually no chance of attaining even that minimum objective. In legislative areas the tide runs strongly in a differing direction. But the President's

determination, as reflected in the Budget and State of the Union messages, as well as in the Economic Report, is beginning to make an impression. This yr the President in person is leading the fight. This just could make a significant difference.

And certainly no one realizes better than Mr Eisenhower the imperative necessity of a supreme effort *this* yr. The brisk pace of retail sales signals an almost inevitable increase in prices. (Some mfrs already are preparing boosts and may up prices yet again before summer.) This means more inflation in the offing. If to these stimulants we add the pressure of yet another gov't deficit, inflation may get really out of hand.

The President's position is in direct opposition to the ideology of the more liberal element in Congress. This group, of course, wants the gov't to spend more and more, regardless of any ultimate reckoning. It remains to be seen which philosophy shall prevail.



MAXWELL DROKE, *Editor and Publisher*
W. K. GREEN, *Business Manager*

DEPARTMENT EDITORS: Richard Armour, Alice Jacobs. WASHINGTON: Leslie & Elizabeth Carpenter. FOREIGN: Alvina Brower. EDITORIAL ASSOCIATES: Ethel Cleland, Elsie Gollagher, Lucy Hittle Jackson, Emily Lotney.

QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9 per year. Second-class postage paid at Indianapolis, Indiana. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

Original cover illustrations may be reproduced if credit is given QUOTE. Foreign illustrations should credit original source with notation, "As reprinted in QUOTE."

Quote the weekly digest

'He who never quotes, is never quoted'

Charles Haddon Spurgeon



ACHIEVEMENT—1

If you want a place in the sun, you have to expect some blisters.—*Rotator*, Marquette, Mich.

ACTION—Inaction—2

To do anything in this world that is worth doing we must not stand shivering on the bank, and thinking of the cold and the danger, but jump in and do earnestly whatever must be done. The world was not made for slow, squeamish, fastidious men, but for those who act promptly and with power.—*"Decision," Megiddo Message*, 12-27-'58.

AGE—3

To avoid old age keep taking on new thoughts and throwing off old habits.—*Defender*.

" "

Middle age: When you want to see how long your car will last instead of how fast it will go.—*Nat'l Safety News*.

AMERICA—Americans—4

The greatest need in America is not a larger cobalt bomb but a more integrated value system. Unless we find common goals and agree on a means of achieving them we face extinction from the face of the earth.—Dr WM MADSEN, Prof of Anthropology, Univ of Tex, "How Much Cultural Change Can Children Tolerate?" *Child Study*, Winter '58-'59.

ATOMIC AGE—5

One might laud man for being smart enough to devise an instrument so powerful it could destroy the world if we didn't know there are also some dumb enough to use it. — *P-K Sideliner*, hm, Peter Kuntz Co.

AUTOMOBILES—6

Is there any music like that of a car starting on a cold morning? —*CARMAN FISH*, editor, *Nat'l Safety News*.

BEHAVIOR—7

Our business and cultural life today is grounded in this fundamental truth that most people are sincere, honest, trustworthy, and aim to live right. We should never let the baseness of the few obscure that fact.—*Nuggets*, hm, Barnes-Ross Co.

" "

One of the things you have to bear in mind about the Man in the Street, the Average American, the public researchers' Median Consumer, is that he has a remarkably naive view of what constitutes a fair break: It is a deal in which he doesn't have to ante until he sees whether he is going to win.—*Mgt Briefs*.

Quote

washington

By Les & Liz
Carpenter



Rep Ed Edmondson (D-Okla), back from a recent Soviet trip, said one Russian told him the recent USSR-US film exchange agreement enjoys widespread public popularity over there. (Under the deal, 10 U S movies will be shown in Russia; they will send us 7 of theirs.) "We hope," said the Russian, "that you will send us films with your great American star, Deanna Durbin." (Miss Durbin, retired yrs ago and now a housewife in a Paris suburb, starred in the last U S film screened in the Soviet Union, *100 Men and a Girl*, in 1938.)

" "

The last juicy nationwide Republican patronage plum under the Eisenhower Administration will be available this fall when the Census Bureau organizes for the nat'l nose-count of '60. There will be 350 Census Districts with 300 to 500 short-duration jobs available in each. Salary expenditures in each district will run \$100,000 or more. Selection of supervisors and enumerators (who make \$12 a day) will be done by the referral system—that is, the Republican state organization or a Republican congressman. A test run on the new forms will be made in North Carolina beginning Feb 20.

Quote

CHANGE—8

Industries, institutions and gov'ts, as well as men and animals, are subject to the law of the survival of the fittest. They survive or perish according to their adaptability or inadaptability to environment. If we want them to endure, we must be willing to accept changes which will insure their preservation. The best security is thru intelligent change.—*Service for Company Publications.*

CHARACTER—9

The place where good character is most effectively built is the home. This has always been true; it is true today. If attention is not conscientiously given to this important matter in the home, it is not to be expected that it will be accomplished elsewhere. Good character is developed thru love, acceptance, a feeling of security. It is engendered in children thru wise teachings and thru discipline that leads toward self-discipline.—*BELLE S SPAFFORD, "Strengthening Community Virtues," Relief Society Mag, 1-'59.*

CHRISTIANITY—10

The Christian has 4 stabilizers. *Faith* says, "I believe God," and knows that "in quietness and in confidence shall be your strength." *Hope* says, "I can do all things in Him who strengthens me." *Love* casts out fear and calls to the highest. *Duty* says, "This one thing I do." But there is one thing more. You need the pilot and the rudder to give direction to life. . . Rob't Louis Stevenson said that when Christ came into his life he "came about like a well-handled ship."—*THEO F ADAMS, Making the Most of What Life Brings (Harper).*



mining the magazines

A remarkably temperate article on America and Americans appears in an issue of the Moscow periodical, *Soviet Russia*, according to an Associated Press dispatch recently rec'd here. The author, Ilya Ehrenburg, toured the U S in 1946. Mr Ehrenburg was at some pains to stress that the American way of life held little appeal for him, but added that it is "all right" for Americans. "It is only bad," he concluded, "when Americans try to establish their way of life around the world."

The author concludes that Americans "may fight and argue sometimes when they drink a little, but they are not militant or warlike. The man in the street in America now understands the impossibility of destroying the socialist (communist) world without destroying his own country. So he joins with Adlai Stevenson and other U S politicians who have preserved their composure and common sense in calling for an end to the cold war."

Ehrenburg was especially critical of the Soviet habit of linking the U S citizenry with chewing gum and rock 'n' roll. There is, he declared, more to the American way of life than this reference implied. And he went on to remind Soviet citizens that they, themselves "have a few odd habits."

" "

The 1st man who sets foot on the moon and lives to ret'n to earth is in for a pleasant surprise, writes Thorp McClusky, in *Argosy*. This

The Forecaster, employee house organ at Union Carbide's Texas City, Tex plant, rep'ts that more than 1400 boxes of snuff were sold at the plant cafeteria in a recent month. The paper estimates that from 75% to 90% of employees are "snuffers." Snuff is a substitute for cigarets which, for safety reasons, are prohibited. Very few employees take their tins outside the plant gate.

" "

individual (while "man" is specified, it is presumed that a woman space voyager would not be disqualified) will receive a fortune that has been accumulating since 1889. In that yr, according to the terms of a very unusual and prophetic will drawn by Mme Anna Guzman, a wealthy French woman, 100,000 francs were set aside to draw interest and grow by accretion, the total to go to the person "who will succeed in reaching any heavenly body, excepting the planet Mars." Why Mars was excepted is anybody's guess.

" "

Architectural Forum, describing an automatic cocktail vender, now in the testing stage, wonders whether it will ever replace the bartender. Can you pour out your troubles to a machine, as you do to a sympathetic bartender? Besides, who would polish the glasses?

Quote

CONVERSATION—11

Think back and you will have no trouble remembering when conversation was just that—conversation. Many a pleasant hr was spent in talk. Arguments; laughter; politics; jokes; religion; gossip. We covered field after field. Today we find talk hushed and conversation limited to when the commercial is on, or rare moments when tv is off.—ALAN W FARRANT, "What of Yesteryear?" *This Day*, 1-'59.

COST-OF-LIVING—12

Any oldster can tell you that 2 can't live as cheaply as once.—CY N PEACE.

DISCIPLINE—13

A curious thing about life is that when we just let ourselves go, and do what we like when we like it, we cease before long to like what we do. A great man once said that a person should do one unpleasant duty every day just to keep himself in moral trim. — *Chatham Blanketeer*.

DRINK—Drinking—14

The guest who has to be drugged with alcohol to make him interesting is hardly worth inviting in the first place.—Dr ROY L SMITH, *Indiana Issue*, Indiana Temperance League.

EDUCATION—15

A school is one generation's investment in the next, expecting three-fold dividends—the perpetuation of the splendid, the improvement of the good, and the displacement of the bad things in life.—*Bobs & Bubbles*, Midland (Mich) Schools.

Quote

EDUCATION—16

Education cannot be static; it must be ever receptive to the new thoughts and new approaches that new times inevitably bring.—*Press release by Soviet Embassy, Washington*.

" "

All true education is a delayed-action bomb, assembled in the classrooms for explosion at a later date. — CLIFTON FADIMAN, *Science Digest*.

Quote scrap book

The 3rd Sunday in Feb ushers in Brotherhood Wk, an occasion sponsored by the Nat'l Conf of Christians and Jews to emphasize its yr-around program which has as an eventual objective a social order in which brotherhood and justice shall prevail in all human relationships. The program is a worthy one, tho slowed in some measure by imperfections of the human spirit. It was Wm FEATHER, the industrial editor, who once observed:

Some men who can't even get along with their wives find it passing strange that the whole world cannot always function as a universal brotherhood.

”

EDUCATION—Cost—17

The U S Dept of Labor reports that on Sept 1, '58, the educational institutions of the states and local communities employed 2,583,100 persons. The clear payrolls were \$931,500,000.—*American School Bd Jnl*.

FAITH—18

I felt that the Negro preacher was right when he said, "Faith is believing something you know ain't so." — Edw R Hewitt, *Days from Seventy-Five to Ninety* (Duell, Sloan & Pearce).

FAMILY RELATIONS—19

We speak of children being weaned from their parents. It is just as necessary for us to wean ourselves from our children, to extricate ourselves from too close emotional ties with them.—SIDONIE MATSNER GRUENBERG, "Are You Weaned from your Teen-ager?" *Parents' Mag*, 1-'59.

FUTURE—20

Those who remember the past with a clear conscience need have no fear of the future. — *Nuggets*, hm, Barnes-Ross Co.

GENIUS—21

Genius is not called out by teaching; it flares up wholly unexpected and unasked. — KINGSLEY PRICE, "On 'Having an Education'," *Harvard Educational Review*, Fall '58.

GOD—and Man—22

An old man said, "See that thou despise not the brother that stands by thee; for thou knowest not whether the spirit of God be in thee or in him."—*Indiana Parent-Teacher*.

" "

Whence comes this idea that if what we are doing is fun, it can't be God's will? The God who made giraffes, a baby's fingernails, a puppy's tail, a crook-necked squash, the bobwhite's call, and a young girl's giggle has a sense of humor. Make no mistake about that!—CATHERINE MARSHALL, "Joy," *Christian Herald*, 1-'59.

GOVERNMENT—Cost—23

The Pentagon cost \$63 million for the bldg, \$7 million for the land and its approaches, and another \$13 million on the highway system for the bldg. Based on the cost of similar office space in Washington, the Pentagon has just about paid for itself in 14 yrs.—*Wisconsin Military District Information Office*.

GOVERNMENT—Economy—24

We all recognize that the path to individual prosperity is to save. Why then do so many assume that the way to nat'l prosperity is to spend?—*Industrial Press Service*.

HAPPINESS—25

Some happiness seems to be handed to us with very little effort on our part. But most happiness, like the view from a mountain peak, has to be earned by hard work on our part. — CELIA LUCE, "Mountain Peaks," *Relief Society Mag*, 1-'59.

HISTORY—26

A nation with no regard for its past will have little future worth remembering.—BLAKE CLARK, "Wanton Disregard of Our Heritage," *Diplomat*, 1-'59.

HOPE—27

Nothing in the world is more powerful than hope. It is the motivating force behind the world's greatest achievements. . . The lives of men from the top exec to the common laborer are governed by hope in one form or another.—"Hope," *Megiddo Message*, 12-27-'58.

Quote



"... a good show"

Fifty yrs ago (Feb 17, 1909) the death of Geronimo closed a colorful chapter in American history. Chief of the Chiricahua band, Geronimo was "the most audacious of the Apaches." For a decade he terrorized the white men of New Mexico and Arizona. No one ever computed the total of his oftensenseless murders. Finally incarcerated at Ft Sill, Okla, Geronimo ended his days ingloriously, selling postcards of himself and toy bows and arrows to curious visitors.

In Apache Agent, WOODWORTH CLUM tells of the old warrior's last public appearance, on Mar 4, 1905:

Theodore Roosevelt was being inaugurated as President of the United States. Down Pennsylvania Ave came the Inaugural Parade, "Teddy" in the lead. . . But who is it who seems to be receiving more cheers than Theodore Roosevelt?

"Geronimo! Geronimo!" the crowd yells frantically.

It was the old warrior's supreme hr. Eighteen yrs before he had been the anathema of white men, hunted by 5,000 soldiers.

As a newspaper correspondent I asked Pres Roosevelt why he had chosen Geronimo, the greatest single-handed murderer in American history, to participate in his parade.

"Oh," said Teddy lightly, "I wanted to give the people a good show."

Quote

HUMILITY—28

On one occasion a professional genealogist came to Andrew Carnegie and told him that he was certain that for a consideration he could trace his ancestry back to the Scottish kings. Mr Carnegie repl'd, "I am sorry to hear that because my wife married me under the impression that I was the son of a weaver."—BURTON J HENDRICK, *Life of Andrew Carnegie* (Hastings).

KNOWLEDGE—29

Oddly enough, it's the person who knows everything who has the most to learn.—*Service for Company Publications.*

LANGUAGE—30

I am daily bothered almost beyond endurance by words and what lies behind words, and the extraordinary difficulty of using any word about anything that won't do more harm than good.—GEOFFREY FISHER, Archbishop of Canterbury, quoted in *Woman & Home*, London.

LEADERSHIP—31

Leadership is a joint responsibility within a group. In a productive group, every mbr should be sensitive to and be able to diagnose what the group needs at any given moment in order to move forward. Each mbr of a group can help to make it or break it.—Dr DON A ORTON, in address at Washington State College.

LIFE—Living—32

Did you ever hear how the life of man is divided? Twenty yrs a-growing, twenty yrs in blossoming, twenty yrs a-stooping and twenty yrs declining.—J ROSWELL GALLAGHER, MD, *New England Jnl of Medicine.*

....pathways to the past.....



Brotherhood Wk
Nat'l Future Farmers of
America Wk (21-28)

Feb 15—1st Sunday in Lent. . . .
Quarterly Temperance Sunday. . . .
395th anniv (1564) b of Galileo Galilei, Italian astronomer and mathematician; founder of experimental science. . . 150th anniv (1809) b of Cyrus Hall McCormick, American inventor of reaping machine. . . 85th anniv (1874) b of Sir Ernest Henry Shackleton, British Antarctic explorer (d, 1922).

Feb 16—155 yrs ago (1804), during the American siege of Barbary pirates in Tripoli, Stephen Decatur sailed a small craft at night into the heavily fortified pirate harbor. His crew gained the deck of the *U S S Philadelphia*, which had been captured by the enemy, killed all on board, set the vessel afire and escaped with only one American wounded. (Adm Nelson, of the British Navy, termed this "the most daring act of the age.") . . . 100th anniv (1859) opening of the 1st *U S School of Agriculture*, at Pennsylvania State College.

Feb 17—50 yrs ago (1909) Geronimo, one of the last of the Indian chiefs to fight the *U S*, died at Ft Sill, Okla (see GEM BOX) . . . 15 yrs ago (1944) *U S* soldiers landed on Japanese-held base of Eniwetok, in the Marshall Islands (War II).

Feb 18—175th anniv (1784) b of Nicola Paganini, Italian composer

and great violin virtuoso. (Liszt heard him play and was inspired to bring his piano technique to like perfection.) . . . 20 yrs ago (1939) Golden Gate Internat'l Exposition opened at Treasure Island, San Francisco.

Feb 19—100th anniv (1859) b of Svante August Arrhenius, Swedish chemist and physicist; originator of theory of electrolytic action. . . 95th anniv (1864) founding, at Washington, D C, of fraternal order Knights of Pythias.

Feb 20—150th anniv (1809) historic Supreme Ct decision holding that power of fed'l gov't is greater than that of any individual state of the union. Chief Justice John Marshall handed down the decision. . . 130th anniv (1829) b of Jos Jefferson, American actor, renowned for his role of *Rip Van Winkle* in the Washington Irving classic. . . 125th anniv (1834) b of Geo DuMaurier, British humorist and satirist.

Feb 21—50 yrs ago (1909) 16 battleships of the *U S Navy* steamed into Hampton Roads, completing 1st world tour ever undertaken by our navy. Expedition lasted 434 days.

Quote

LIFE—Living—33

A person with a hundred interests is twice as alive as one with only 50 and 4 times as alive as the man who has only 25. What are you interested in—food, home, business, clothes, family? If you would be free from nervous tension and live a healthier life, widen your interests, broaden yourself. There is a rich world around you in books, paintings, music, sports, and most important, people. — NORMAN VINCENT PEALE, minister, author & columnist.

LOVE—34

Never forget this: A selfish heart desires love for itself—a Christian heart delights to love—without return. Each individual has some contribution to make to life and to each person he comes in contact with.—*Megiddo Message*.

MODERN AGE—35

In the rock 'n roll world, you haven't arrived until you're gone! —*Instrumentalist*.

" "

The average man doesn't want to paddle his own canoe these days. He wants a motor on it.—ARNOLD H GLASOW.

MONEY—36

Money may not be everything, but it is a great consolation until you have everything. — LESTER D KLIMEK.

OBSTACLES—Overcoming—37

A certain amount of opposition is a great help to a man, it is what he wants and must have to be good

for anything. Hardship and opposition are the native soil of manhood and self-reliance.—JOHN NEAL, *Advertiser's Digest*.

OPINION—38

One of the hardest secrets for a man to keep is his opinion of himself.—*Service for Company Publications*.

OPPORTUNITY—39

Opportunities always look bigger going than coming. — *Origin Unknown*.

PERSPECTIVE—40

All great discoveries have an air of simplicity—once they have been made. — ARNOLD WALTER, "Carl Orff's 'Music for Children,'" *Instrumentalist*, 1-'59.

POLITICS—41

What a politician means by the phrase "Calculated Risk": "We have every hope and assurance that the plan will be successful, but if it doesn't work we knew all the time it wouldn't, and said so."—JAS THURBER, humorist, quoted in *Punch*.

PRODUCTION—42

If we could increase our human productivity by only 1% the nation's gain would be 600,000 man yrs—equivalent to 150 million man days—or enough to operate U S Steel, Gen'l Electric and Internat'l Harvester for 1 yr. — WILBERT E SCHEER, *Property*, syndicated by Cambridge Assoc's, Boston.

PRODUCTION—Labor Costs—43

If the price tags of all products made in the U S were added together, 75 per cent of the total value would represent employment costs incurred along the line of production. — P-K Sideliner, hm, Peter Kuntz Co.

Quote



Tempo of the Times

One of the points that puzzles laymen in connection with the Soviet rocket, *Mechta*, is the question of why, if the rocket got within 5,000 mi's of the moon, it wasn't drawn in by the moon's gravitational attraction. To the casual reader it would seem logical that this Soviet voyager in the astral area should have been pounced upon as relentlessly as a side-street clothing merchant might drag in an unwary prospect.

In point of fact this is one of the simpler problems. It can be disposed of without any great scientific pretensions: Whereas the moon travels at around 2,000 mph, the rocket at that point must have been going 6,000 mph. Thus the relative velocity of the rocket would far out-balance the inward pull of the moon.

The matter of rocket speed is somewhat speculative. Soviet scientists figure that *Mechta* reached its top speed of 72,000 mph (or around 20 mi's every second) on Jan 14. Peak velocity should be reached as the missile gets to the point nearest the sun, a distance figured at about 91½ million mi's in its elliptical orbit.

According to Soviet calculations the rocket, by Jan 7, had traveled a distance of 621,000 mi's on a direct line from the earth. They conclude that it now is in orbit around the sun. A Tass correspondent explains that the distance between earth and *Mechta* now increases at a terrific pace, since the earth and the artificial planet are di-

verging in the cosmos.

Obviously this massive rocket (large enough, by Soviet testimony, to have accommodated a human passenger) carried high Soviet hopes. They counted on it to solve puzzling questions relating to the structure of the moon, the energy processes of the sun, and so on. Nearly half-a-ton of delicately-balanced instruments comprised the cargo. They contemplated 8 different experiments and measurements. Three radio transmitters were designed to broadcast results in a coded whistle.

The radios ceased to function on Jan 5 at 2 A M, having exhausted their supply of electricity. However, the broadcasts did come thru prolifically for a period sufficient to provide a wealth of background data. Even Soviet scientists will not have these decoded findings for some time. When and on what basis they will be made available to the Western world has not been determined. The rocket is now too far away from the earth to be tracked with optical instruments.

Will it ever come close enough to our planet to permit observation? "Perhaps," says Prof V Bobronravov, Soviet nuclear scientist, "but . . . in the remote future."

Quote

PROFIT—and Loss—44

An old prof of economics at the Univ of Heidelberg is credited with putting this question frequently in his examinations: "Warum haben wir eien Giessereie?" (What is a foundry for?)

The only acceptable answer was: "To make a profit." When you clear away all the superficialities, that's about as profound as the law of gravity. And it applies to all goods and services. They are produced to make a profit—in money or in some other compensation.—JAS J GIBBONS, *Torch*.

66

So what if I talk to myself?
The habit may seem absurd,
But name me somebody else
Who hangs on my every word!

—GEORGIE STARBUCK GALBRAITH.

45

99

PROGRESS—46

The average American's idea of progress seems to be speed.—ARNOLD H GLASOW.

RELIGION—47

Too many persons use religion like a spare tire—only in emergencies.—*Banking*.

SEXES—48

A peculiarity of the human male is that when looking for a mate he invariably keeps his head in the clouds where visibility is zero.—BERT KRUSE.

Quote

SEXES—49

An eminent publicist proposing the toast "The Ladies" at a dinner began: "Woman! Without her, man is a brute." To his horror he was reported as having declared: "Woman, without her man, is a brute."—*Post Office Mag*.

SIN—50

The way most people seek to expiate their sins is by pointing to some bigger sinners elsewhere. I am sure that Bluebeard found a man who had murdered twice as many wives—and more cruelly.—SYDNEY J HARRIS, *Chicago News*.

SPACE AGE—51

Space probers have developed so much confidence in the future of their trade that the 1st man-made bldg on the moon has already been designed. A cigar-shaped, pressurized structure of aluminum alloys—complete with observation bubble and meteorite shield—is on the drawing bds at Wonder Bldg Corp'n of America. Its purpose: future living, lab'y and maintenance facilities for lunar explorers.—*Science News Letter*.

SPACE—Future—52

It is to be hoped that when Americans eventually succeed in landing on the moon they won't find a sign there reading, "Kilroy was here."—*Grit*.

SUCCESS—53

The hard part of making good is that you have to do it again every day.—RALPH BELLAMY, *Forbes*.

SUCCESS—Failure—54

A famous football coach, "Hurry Up" Yost, of the Univ of Mich, once rebuked a confident player who said their team would win because it had "the will to win."

"Don't fool yourself," said Mr Yost. "The will to win is not worth a nickel unless you have the will to prepare."—HALFORD E LUCCOCK, *Christian Herald*.

TAXES—55

Speaking of tax chops, we'd settle for a cutlet.—ARNOLD H GLASOW.

TEACHERS—Teaching—56

The teacher should be led to see himself in the perspective of history as a carrier of enduring values—more as an active co-worker with the religious leader and with the statesman in the age-long endeavor to bring about an ever more satisfactory realization of the ideal, in the life of the individual, of the nation, and of the world community.—I B BERKSON, *The Ideal and the Community* (Harper).

TELEVISION—57

Television will be greatly improved when the programs that come to you in color, come to you also with color.—CY N PEACE.

THOUGHT—58

A thought is like a spring breeze savoring the flavor of the countryside, carrying sweetness or stench as it moves along, depositing its essence where it will. And like a spring breeze turning quickly into a storm, thought can become surprisingly violent. It is the seed of growth or destruction. No other seed is sown with greater profusion.—ARMAS M SALMU, "The Universe of Thought," *Rosicrucian Digest*, 1-'59.

TIME—59

Time is precious, not because of itself, but for the opportunities for service to our fellow men, and for further improvement in ourselves against the end of our experience in this world of steadily passing

time. . . What we call time is in fact motion—advancement, progress toward something, and that we are in reality approaching a commencement rather than an ending, the greater usefulness for which we are preparing during this period we measure by the calendar, and which is, after all, but a demonstration of the accurate and unhurried movement of our solar system.—C I McREYNOLDS, *Thoughts on Masonry*.

Oh woman, in her hours of ease,
Uncertain, coy and hard to please!
And then when stress and strain have jarred her,
Pleasing the creature's much,
much harder.

—TOM PEASE.
60

VIEWPOINT—61

The current private joke among Poland's plain-spoken Communists concerns their Russian neighbor. "Thank God," they say, "for that big buffer state between us and Red China."—VICTOR ZORZA, "The Menace of One Billion Chinese," *Look*, 1-20-'59.

WAR—Peace—62

We do not want peace at all; all we want is to be spared war—as tho the absence of war were the same as peace.—DOROTHY THOMPSON, columnist.

WORK—63

The feeling that you've done a job well is rewarding; the feeling that you've done it perfectly is fatal.—PUCK, *Tit-Bits*, London.

Quote

GOOD STORIES

you can use...



I Laughed At This One

HARVEY W OWENS

After several mo's service in the South Pacific, Joe Riley, USN, had finally been granted shore leave. Heading for the nearest telegraph office, he sent a message to his parents advising them of his good fortune. Locally the news soon became widely spread. Meeting Dad Riley one day at the post office, I remarked, "Well, I hear Joe is back on *terra firma*." The old man looked at me with a puzzled expression. "Terra firma?" he asked. "Where's that?" Telegram said New Orleans."

An artist of our acquaintance, aged 4, has for some time been turning out pictures he has explained to his friends and relatives as representing trees, houses, the moon, and so on. The other day, a wk after the arrival of a television set in his home, he brandished an unusually fuzzy arrangement at his mother. Asked what it was, he repl'd, "Tooth decay."—*New Yorker*. a

A new psychiatrist at a mental asylum was approached by a patient. "Dr Jones," he said, "we like you much better than the last doctor."

"Well, thank you," beamed the doctor. "But why is that?"

"Oh, I don't know," repl'd the patient. "You just seem more like one of us."—*Mars Hilltop*. b

Transportation outfit's attorney: "You won the case but I don't believe your back was injured and I'm assigning a private eye to tail you and nail you as soon as you make a move out of that wheelchair!"

Winner: "That won't be necessary. My address for the next 3 months will be the Waldorf Towers, then the Dorchester in London, then the Ritz in Paris, then the Carleton in Cannes, then Hotel du Cap in Antibes, and then Lourdes for the miracle!"—MIKE CONNOLLY, *Hollywood Reporter*. c

Quote

Mother was exasperated by the misbehavior of her 6-yr-old son. "You're a little tyrant," she exclaimed.

"What's that?" he asked.

"A tyrant," she explained with exaggerated patience, "is a monster with horns and a tail."

"Don't be crazy," said the child. "That's a bull." — *United Mine Workers Jnl*. d

Ollie James gives the sports car owner's description of the U S standard automobile: "It is a 4-eyed, 2-horned, pink and purple ethyl eater."—*United Mine Workers Jnl*. e

.....Quote-able QUIPS

Arthur Schneider, who operates a gasoline station in Saginaw, still is wondering how a certain "deer" hunter explained his hunting trip to his wife.

Seems the fellow, en route home, stopped at Art's station for some gasoline and called his wife in a southern Mich city.

"Where are my slippers?" he asked. "Didn't I take them or did I lose them someplace?"

"They're in your guncase," said the disgusted wife.—*Saginaw News*. f

" "

An expectant mother said to her little boy: "Now, Ronnie, if you pray real hard, maybe the Lord will send you a little sister."

The following night, after he had said the usual short prayer, his mother heard him add:

"Dear Lord, if You have a baby sister almost finished, don't bother putting in her tonsils, as they just have to be taken out anyway."—*Balance Sheet*. g

" "

A kindergarten teacher gave each of her pupils a psychological test by getting them to carve an object of their own design from a bar of soap. After a while, she went round the class with pencil and paper taking notes as the children explained their works of art. "Elephant, dog, man, tree, gun . . ." she began her list.

Then she came to a boy whose work she couldn't recognize. He had just carved the soap to pieces. "What's this, Tommy?" she asked. Came the reply: "Soap flakes." —*Puck*, *Tit-Bits*, London. h

When man starts colonizing other planets, it will be nice if he hits one whose inhabitants can tell him how to manage the one he's from.

—*GORDON E THATCHER*.

" "

The am't divulged at a cocktail party is usually in direct proportion to the am't indulged. — *DAN BENNETT*.

" "

Even if this is the dawn of a bright new world, most of us still are in the dark.—*CY N PEACE*.

" "

Nothing makes some people go into debt like trying to keep up with people who already are.—*O A BATTISTA*.

" "

It's difficult to decide whether growing pains are something teenagers have or are. — *FRANKLIN P JONES*.

" "

If the 4-day wk ever becomes a reality, then who's going to compensate us for the 2 coffee-breaks we'll no longer have?—*TERRY McCORMICK*.

" "

Remember when "extras" were special newspaper editions, instead of a thousand dollars added to the price of a car? — *KENNETH J SHIVELY*.

" "

The old-timer can remember when a button was something your wife sewed back on, instead of a thing to push.—*HAROLD COFFIN*.

Quote

Mother was discussing with the mathematics teacher her child's slow progress in algebra. "It isn't that he refuses to try," she said. "I rather think he just doesn't believe it at all."—*Wkly News* (New Zealand).

light armour

Richard Armour



On The Square

Square manhole covers, which make less noise when driven over, are being tried in New York.—News item.

That manhole covers make less sound

When they're some other shape than round

I'd not have guessed, but those who know,

From driving over, say it's so.

Square manhole covers, though they're soundless,

I must confess don't seem right roundless,

No more than would square dimes and dollars,

Square wheels on cars, square quoits or collars.

Some things I hope will stay round, please,

Like flagpoles and the trunks of trees

And irises in people's eyes

And discuses and apple pies.

The day square heads and legs abound

I rather hope I'm not around.

Quote

"If you could have 2 wishes," a girl said to her friend, "what would they be?"

"Well," repl'd the other girl, "I'd wish for a husband."

"That's only one wish," said the 1st girl.

"I know," ret'd the other, thoughtfully, "but I'd save the other till I saw how he turned out."—*Oral Hygiene.*

" "

When Smith took a friend home to dinner, his wife gave him strict orders that he must not offer his guest sherry, as they had none in the house. But Smith forgot the injunction.

"Won't you have a glass of sherry, old man?" he said. The guest turned very red, and stammered that he never drank it. "What rubbish!" said Smith. "I know that's not true. Do try it."

"No, no. I would much rather not," he said imploringly, and turned redder than ever.

When the evening was finished, and the guest had gone, Mrs Smith said to her husband: "Why on earth did you press for sherry when I kept kicking you under the table to remind you that there wasn't any?"

Smith looked at her. "My dear," he said, "it wasn't me you kicked."—*World Digest* (England).

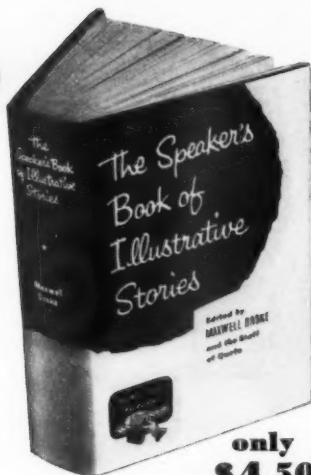
" "

Small fry chit-chat overheard in the schoolyard after the holidays: "Didja go out of town for Christmas vacation?"

"Nope, I stayed home. I had a job, tho."

"A job? Doin' what?"

"I got 50 cents a wk from Mommy, not to play my drums."—*E E KENYON, American Wkly.*



**only
\$4.50
on approval**

***Nothing illustrates
your point like
a Good Story . . .***

**--- and here are
more than 1,000
arranged for your
ready reference**

From Aesop to the Atomic Age, writers and speakers have turned to the illustrative story to add spark and sparkle — punch and power—to the factual message. There's no effective substitute.

Good illustrations, spaced at intervals, provide essential seasoning for the spoken or written word. They add the vitally important change of pace. But you know how desperately difficult it is to find the *right* story at the *right* time.

About 20 years ago we published the first book of Illustrative Stories alphabetically arranged by theme. Ever since that handy volume finally went out of print, people have been asking

for "more of those illustrative stories." But illustrative stories — really good ones — are hard to come by. And now at last we have a new collection — even bigger and better than the popular *They Tell a Story*. Stories are conveniently arranged under more than 150 subject headings, ranging alphabetically from "Ambition" to "Zeal." Better get your copy right away. You may be needing an extra good illustrative story any day now.

We'd like to send your copy of *The Speaker's Book of Illustrative Stories* "on suspicion." Look it over and decide whether it deserves a permanent place on your bookshelf. The price is \$4.50, but you needn't send any money now. If you *prefer* to remit with your order (under our money-back guarantee) we'll prepay postage and include a free copy of pamphlet, *How to Use Illustrative Stories*.



DROKE HOUSE, Dept. Q-8, Indianapolis 6, Indiana

America's largest publisher of Speech Material

DR HILDE HIMMELWEIT, Univ of London: "Television is not as black as it sometimes is painted. But neither is it the harbinger of culture and enlightenment. . . The duller the child, the more he looks at television."

1-Q-t

" "

FREDERICK HAZLITT BRENNAN, story editor of tv's *Wyatt Earp* series: "Once tv is persuaded that it should be a propaganda medium for cultural uplift, we are in for serious trouble. Who is to say what is cultural? One man's culture is another man's boredom. And who will decree what is uplifting?"

2-Q-t

SECOND CLASS MATTER

Edited by Alice Jacobs

These gadgets have nothing in common except that they're novel, useful, and easy on post-Christmas budgets.

You can add an automatic light to your closet without adding any wiring. Battery-operated light slides into a bracket which you screw to the door frame. It lights the closet when you open the door—and you can also use it as a portable flashlight. \$1.25, from *Hollis*, 1133 Broadway, N Y C 10.

If you have a stringed instrument beginner at your house—and if you have neighbors—you should certainly look into this. An aid

which adheres to the fingerboard and has inverted frets to guide fingers, lets beginner play in tune right from the start. Aid for violin, \$1.50; viola, \$1.75; cello, \$2.25, and bass, \$2.50. *Gay*, 4596 44th St, San Diego 15, Calif.

A felt-nibbed, leakproof device contains bright-colored ink that dries instantly on all porous surfaces, yet is easily removable by eraser or ordinary washing. Very good for labeling jobs, personalizing tools, and for children to color with. 57¢. *Speedry*, Box 97, Richmond Hill, Jamaica 18, N Y.

